



CITY OF FRISCO
FRISCO ATHLETIC CENTER
5828 NANCY JANE LANE
TEL: 9.292.6615 FAX: 9.292.6641
WWW.FRISCOFUN.ORG

TO: Members of the Parks and Recreation Board

CC: Henry Hill, Deputy City Manager

Rick Wieland, Parks and Recreation Director

Marcy Jones, Recreation Services Manager

FROM: Scott Dunn, Athletic and Fitness Program Supervisor

DATE: April 5, 2009

SUBJECT: Monthly Report on the Registration, Participation and Revenue of the Athletic and Fitness Programs within the Parks & Recreation Department

The purpose of this memorandum is to provide an update on the registration, participation and revenue generated by the Athletic and Fitness Programs offered by the Parks and Recreation Department. Revenue generated from registrations in March of 2008 for both Athletics and Fitness programs was \$61,660.25. In the same month in 2009, the revenue was \$67,790.95. The chart below shows the comparison of registered participants and the revenue they generate.

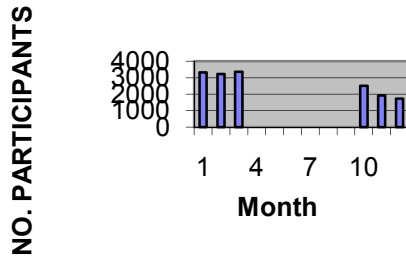
Athletic Programs				
Program	Number of Participants/ Teams	Revenue Collected 2008	Number of Participants/Teams	Revenue Collected 2009
Adult Softball	78	\$23,800.00	83	\$28,060.00
Adult Tennis	6	\$90.00	19	\$437.78
Adult Flag Football	14	\$5,250.00	17	\$6,375.00
Basketball Camp	0	\$0.00	27	\$3,350.00
Soccer Tots	0	\$0.00	0	\$0.00
Lil Sluggers	0	\$0.00	0	\$0.00
Frisco Tennis School	110	\$10,625.00	70	\$4,254.00
TOTAL	208	\$39,765.00	216	\$42,476.78
Fitness Programs				
Boot Camp Fitness	34	\$4,804.00	40	\$5,591.66
Zumba	14	\$1,794.00	6	\$432.00
Kids Boot Camp Fitness	4	\$460.00	9	\$921.25
Home School Fitness	0	\$0.00	6	\$600.00
Extreme Fat Loss Circuit	0	\$0.00	14	\$2,730.00
Men of Valor	0	\$0.00	17	\$2,905.00
Stroller Fit	11	\$527.25	7	\$255.50
Combat Club	0	\$0.00	4	\$355.67
Total Body Construction	0	\$0.00	6	\$949.33
Revive Inside Out	0	\$0.00	10	\$1,574.00
Personal Training (clients)	26	\$14,310.00	29	\$8,999.76
TOTAL	89	\$21,895.25	148	\$25,314.17
Total Revenue for Athletics & Fitness		\$61,660.25		\$67,790.95

Frisco Athletic Center

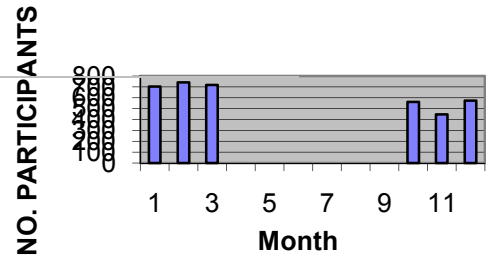
Number Of Participants 2008 & 2009

Month	Group Exercise	Personal Training	Fee For Service	Fit Cycle
January-09	3317	42	129	704
February-09	3214	27	117	740
March-09	3364	29	169	717
April-09				
May-09				
June-09				
July-09				
August-09				
September-09				
October-08	2499	25	158	563
November-08	1920	23	128	448
December-08	1728	17	131	575
Year Total	16042	163	832	3747

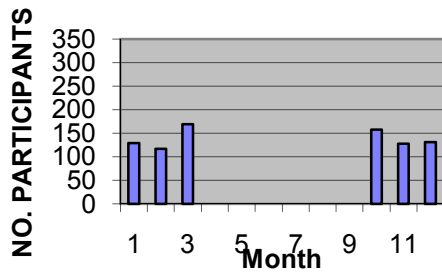
Group Exercise



Fit Cycle



Fee For Service



Personal Training

